

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh elemen iklan televisi Kartu As Bebas Galau 30 Jam Versi Drama Lebay terhadap Keputusan Pembelian Konsumen.

Penelitian ini menggunakan metode penelitian kuantitatif dan jenis penelitian ini memfokuskan pada pengungkapan hubungan kausal antar variabel. Teknik analisis data pada penelitian ini menggunakan teknik analisis linier regresi sederhana.

Populasi dalam penelitian ini adalah pengguna Kartu As yang telah melihat iklan bebas galau 30 jam versi drama lebay pada pengunjung *Mall Bandung Electronic Centre* (BEC). Teknik sampel yang digunakan adalah teknik *non-probability sampling* dengan pendekatan *accidental sampling* dengan jumlah sampel sebesar 400 responden.

Hasil penelitian menunjukkan adanya pengaruh positif yang rendah antara elemen iklan televisi sebesar 28,6% terhadap keputusan pembelian Kartu As. Sedangkan sisanya 71,4% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata kunci : komponen iklan televisi, keputusan pembelian konsumen

ABSTRACT

This research is aimed to find out how much the influence of element of Kartu Bebas Galau 30 Jam advertisement Drama Lebay Version towards the Buyers Purchase Decision.

This research used quantitative research method, and this type of research focused on the reveal of causal relation between the variable. Data analyze technique on this research used linier regular regression analyze technique.

The population of this research were the users of Kartu As who had watched Bebas Galau 30 Jam Versi Drama Lebay commercial on television; who also the visitors of Mall Bandung Electronic Centre (BEC). The sample technique used was non-probability sampling with accidental sampling-approach with total sample were 400 respondents.

The conclusion of this research shows that the positive influences between the element of advertising television into buyers purchase decision is low, which was only 28,6% . Meanwhile, the rest of it is 71,4% at numbers affected by other variables that could not be examined.

Keywords: components of television advertising, consumer purchasing decisions